

# automechanika SHANGHAI

Shanghai international trade fair for automotive parts,  
equipment and service suppliers

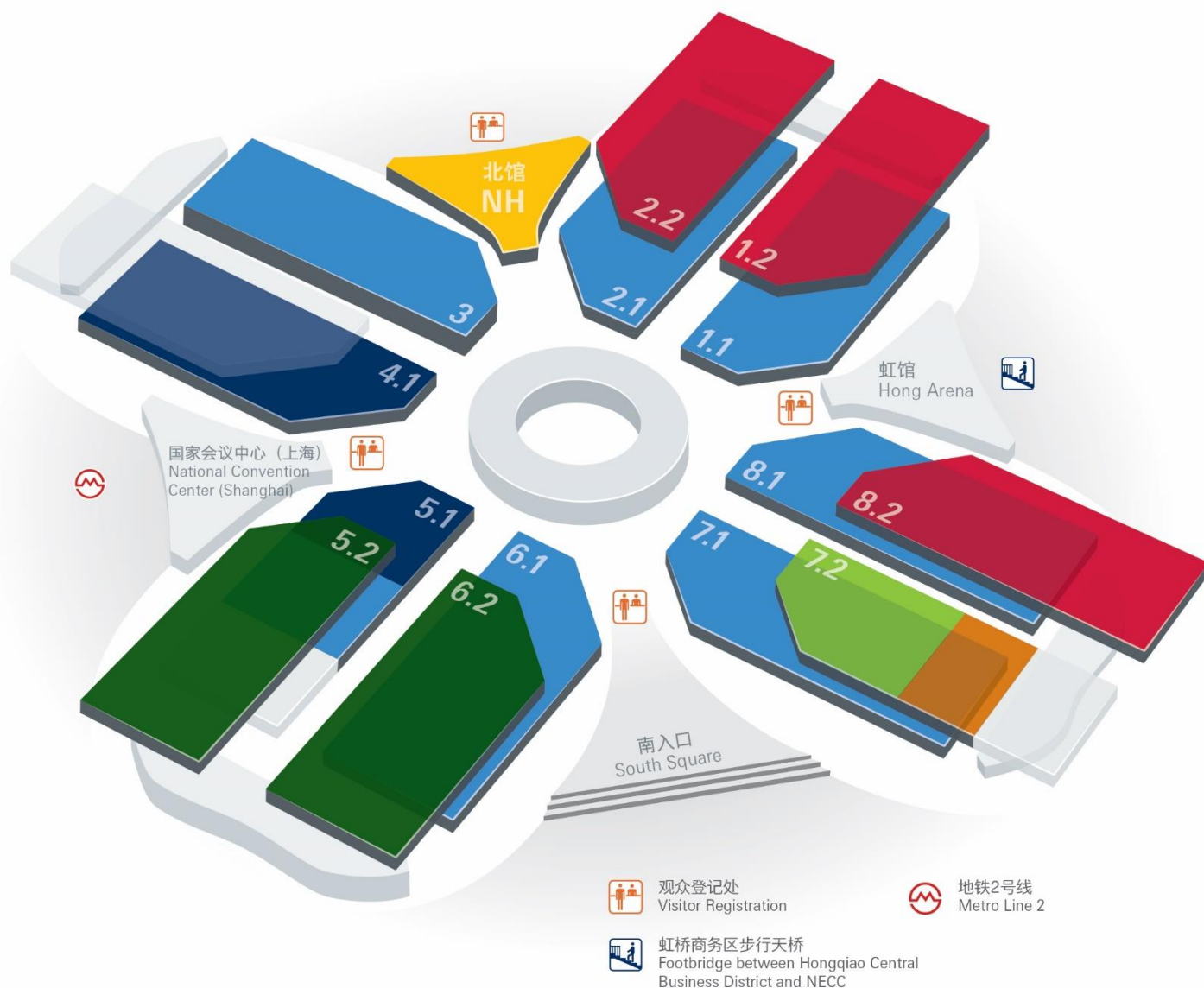
2 – 5.12.2020

National Exhibition and Convention Center  
(Shanghai), China

[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)

**Sponsorship Marketing  
Opportunities**





- 1.1** 国家及地区展团 / 驱动  
Country & Region Pavilions / Powertrain
- 2.1** 国家及地区展团  
Country & Region Pavilions
- 3** 部件及组件  
Parts & Components
- 4.1** 电子及智能网联  
Electronics & Connectivity
- 5.1** 部件及组件 / 电子及智能网联  
Parts & Components / Electronics & Connectivity
- 6.1** 驱动 / 底盘 / 空调  
Powertrain / Chassis / Air-conditioning
- 7.1** 底盘  
Chassis
- 8.1** 驱动  
Powertrain
- 5.2** 维修及检测诊断设备 / 工具  
Workshop & Diagnosis Equipment / Tools
- 6.2** 维修设备 / 车身及喷涂 / 工具 / 汽车清洗  
Workshop Equipment / Body & Paint / Tools / Car Wash
- 7.2** 轮胎及轮毂 / 轮辋  
Tyres & Wheels / Rims
- 8.2** 外饰 / 订制改装 / 高性能改装  
Customising / Motorsport & High Performance

- NH** 新能源 / 轻量化材料 / 出行服务  
E-mobility / Lightweight / Mobility Services
- 1.2** 车辆照明  
Vehicle Lighting
- 2.2** 美容养护及润滑油 / 车载电子 / 随车用品  
Car Care & Lubricants / Consumer Electronics / Accessories
- 5.2** 维修及检测诊断设备 / 工具  
Workshop & Diagnosis Equipment / Tools
- 6.2** 维修设备 / 车身及喷涂 / 工具 / 汽车清洗  
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Customising / Motorsport & High Performance

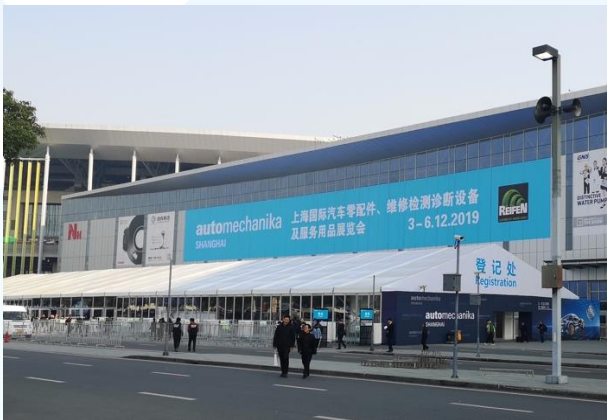
## Sponsorship Marketing Opportunities

### Customised sponsorship promotion plan

Connect all resources of the fair to carry out a series of activity sponsorship and advertisement displays, increasing the exposure of your brands and products to make them a focus at the fair!

Customise an eye-catching promotion plan that aligns with your marketing goals. Static displays such as advertisements in official publications and onsite advertising, plus dynamic participation as the title sponsor of official events and functional areas, as well as onsite souvenirs distribution - all of which can instantly enhance your brand penetration at the fair.

In addition to the items covered in this "Sponsorship Marketing Opportunities" brochure, please do not hesitate to contact us for a discussion on tailor-made sponsorship marketing plans to create more business opportunities for your company!



## (A) Sponsorship Marketing Options

### A01 Visitor admission badge

Visitor admission badge is the official access pass to the fair. It reaches directly to each buyer at the show.

- The sponsor's logo (single unit) and / or advertisement will appear on the front or back of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 2  
 Price: Front side: RMB 180,000  
 Back side: RMB 150,000  
 \*Please contact organisers for more details

Application deadline: 31 July 2020



### A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for wearing the visitor badges during show visit.

- The sponsor logo will appear together with show logo on one side of the lanyards
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: Exclusive  
 Price: RMB 400,000  
 (Additional cost may apply based on actual colour of printed logo)

Application deadline: 28 August 2020



### A03 Official event

Official event is a networking event to meet and build relationships with VIP buyers, specially invited buyers, partnership organisations, as well as key exhibiting industry players.

Meanwhile, a series of innovative and practical fringe activities will be held onsite during show period, aiming to offer information exchange and learning opportunities for industry players.

- Please contact organisers for more details about sponsorship
- The organisers reserve the right to assign sponsors to appointed fringe programme events

Quota and Price: On request  
 \*Please contact organisers for more details

Application deadline: 28 August 2020



## (A) Sponsorship Marketing Options

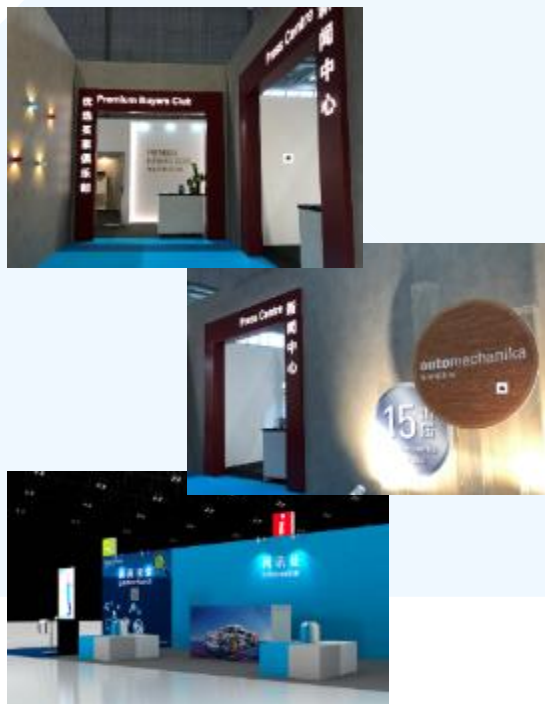
### A04 Functional area

This is a working and resting area for premium buyers / specially invited VIPs / media where complimentary drinks, light snacks and internet access are available, it also provides visitors and exhibitors charging service in a specific area.

- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite field background and signage
- Sponsor's promotional materials to be placed in the service area
- Each sponsor will be entitled to 4 exclusive access passes of the corresponding service area
- Please contact organisers for more details about sponsorship
- Location of the exhibitor's advertisement will be allocated by the organisers

Quota: Joint sponsor  
Price: On request  
\*Please contact organisers for more details

Application deadline: 28 August 2020



### A05 Show bag

Show bags will be distributed at the registration counters to help increase your company's exposure both onsite and away from the fairground.

- Sponsor's logo (single unit) and / or advertisements will appear on one side of the show bag, the show logo and / or advertisements will appear on another side of the show bag
- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee

Quota: 2  
Price: RMB 150,000

Application deadline: 28 August 2020



### A06 Show souvenir

Souvenirs will be distributed to visitors and attendees at the registration halls, official fringe activities and events.

- Sponsor's logo (single unit, 1-colour) will appear on the souvenirs, together with the show logo
- The design must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Price includes production fee

Quota: Joint sponsor  
Price: On request  
\*Please contact organisers for more details

Application deadline: 28 August 2020



## (A) Sponsorship Marketing Options

### A07 Onsite distribution service

Sponsor's information or souvenir will be distributed to visitors by official staff at specific locations.

- Materials or souvenir provided by sponsor
- Materials for distribution must be approved by the organisers in advance
- Exact distribution location will be decided by the organisers
- Sponsorship fee includes one backdrop and staff

Quota: 2 (max. no. of sponsors for North Hall)  
4 (max. no. of sponsors for other locations)

Price: (a) North Entrance RMB 100,000 up  
(b) West Entrance RMB 80,000 up  
(c) South Entrance RMB 50,000 up  
(d) Information counter inside halls RMB 36,000 up / hall



**Application deadline: 28 August 2020**

Price will be adjusted according to the quantity of souvenir to be distributed, please contact organisers for more details.

### A08 Visitor registration system screen advertisement

The exhibitor's advertisement and logo will appear on the screen of the onsite visitor registration system.

- Sponsor's advertisement and logo will be displayed on the screen of the onsite visitor registration system, which leaves a deep first impression on visitor.

Actual size: 40mm (H) x 280mm (W)  
Quota: 2  
Price: RMB 100,000

**Application deadline: 28 August 2020**



## (B) Publication

### B01 Fair catalogue

Official fair catalogue will be available for sale during show period for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

Publication trim size: (a) - (l): 280mm(H) x 210mm(W)  
(m): 15mm(H) x 40mm(W)  
Format: Full page, 4-colour



	Item	Price (RMB)
(a)	Inside front cover	43,500
(b)	First page (opposite inside front cover)	43,500
(c)	Second page	41,500
(d)	Third page	41,500
(e)	Forth page	41,500
(f)	Fifth page	41,500
(g)	Sixth page	41,500
(h)	Inside back cover	41,500
(i)	Opposite inside back cover	41,500
(j)	Opposite content page	37,500
(k)	Back page of section divider	37,500
(l)	Run-of-page	31,000
(m)	Logo or trademark beside catalogue entry (black and white)	3,000

Application deadline: 28 August 2020

### B02 Buyer invitation postcard (Pre-show)

Sponsor's name will be printed on the buyer invitation postcard, which will be sent to approximately 200,000 professional visitors before show.

Format: Sponsor's logo (single unit, B/W)  
printed on one side of the postcard  
Postcard trim size: 180mm (H) x 130mm (W)

Quota: 2  
Price: RMB 23,000 / sponsor



Application deadline: 5 June 2020

## (B) Publication

### B03 Show preview (Chinese version only)

The Chinese version of the show preview will feature select exhibitor products and profiles. The material will be sent to more than 80,000 target international buyers before the show.

Publication trim size: 210mm(H) x 99mm(W)  
Format: Run-of-page, full page, 4-colour

Price: RMB 16,500 / page

Application deadline: 17 July 2020



### B04 Visitor guide

Visitor guide will be distributed for free to visitors at registration counters, it is the most handy tool for onsite reference to visitors.

Publication trim size: 260mm (H) x 165mm (W)  
Format: Full page, 4-colour



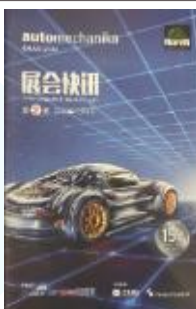
	Item	Price (RMB)
(a)	Inside front cover	37,000
(b)	First page (opposite inside front cover)	37,000
(b2)	Second page	32,000
(b3)	Third page	32,000
(c)	Inside back cover	32,000
(d)	Opposite inside back cover	32,000
(e)	Opposite content page	23,000
(f)	Run-of-page	21,000

Application deadline: 28 August 2020

### B05 Fair Daily (Chinese version only)

Fair daily (available in Chinese only) to be published during the show period, will bring visitors the latest news of the show and will be distributed at the entrance of the registration halls and specific locations, including the Phoenix Lounge and the Press Centre.

Publication trim size: 380mm (H) x 260mm (W)  
Format: Run-of-page, 4-colour



	Item	Dimension	Price (RMB)
(a)	Run-of-page (full page)	340mm(H) x 233mm(W)	23,000
(b)	Run-of-page (half page, horizontal)	160mm(H) x 233mm(W)	16,500
(c)	Run-of-page (1/4 page, horizontal)	80mm(H) x 233mm(W)	11,500
(d)	Run-of-page (1/4 page, vertical)	160mm(H) x 114mm(W)	11,500

Application deadline: 9 October 2020

## (C) Onsite Advertising

### C01 Billboard - Main entrance (external)

Specification: 3m (H) x 12m (W)  
Price: RMB 38,000  
Application deadline: 19 October 2020



### C02 Billboard - North Square

Specification: 4m (H) x 8m (W), 2-side  
Price: RMB 72,000  
Application deadline: 19 October 2020



### C03 Glass wall advertisement - North Square

Specification: 9m (H) x 8m (W)  
Price: RMB 168,000  
Application deadline: 19 October 2020



### C04 Advertisement panel - inside North Registration Tent (3-side)

Specification: Front - 2.5m (H) x 1.5m (W)  
Lateral side - 2.5m (H) x 0.5m (W),  
2-side  
Price: RMB 26,000  
Application deadline: 19 October 2020



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

## (C) Onsite Advertising

### C05 Billboard - West Square (2-side)

Specification: 4m (H) x 12m (W), 2-side  
Price: RMB 120,000

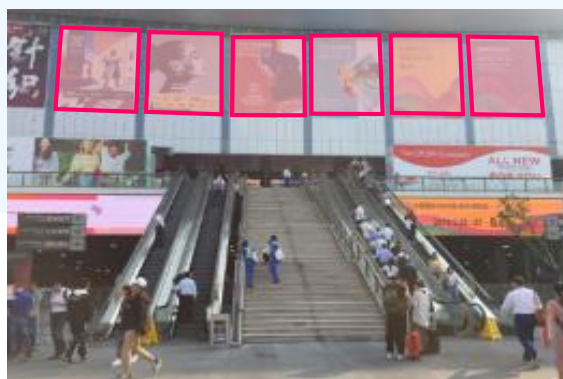
Application deadline: 19 October 2020



### C06 Glass wall advertisement - West Square

Specification: 13.2m (H) x 8m (W)  
Price: RMB 128,000

Application deadline: 19 October 2020



### C07 Billboard - on mezzanine floor

- (a) West Square
- (b) East Square

Specification: 4m (H) x 8m (W)  
Price: RMB 100,000

Application deadline: 19 October 2020



### C08 Billboard - Metro station exit

- (a) Exit no.6
- (b) Exit no.4 / 5
- (c) Exit no.5

Specification: (a) 3m (H) x 5m (W)  
(b) 3m (H) x 6m (W)  
(c) 2m (H) x 2m (W)  
Price: (a) RMB 30,000  
(b) RMB 25,000  
(c) RMB 35,000

Application deadline: 19 October 2020



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

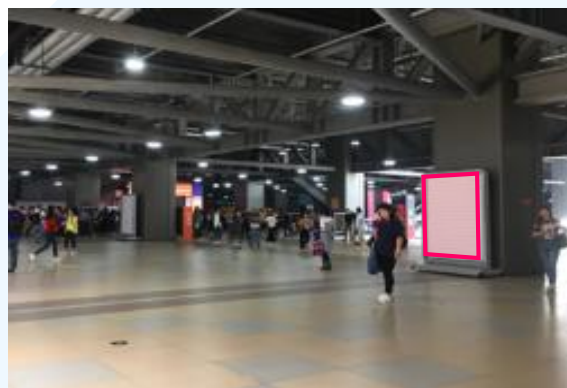
## (C) Onsite Advertising

### C09 Lightbox - West Entrance (New)

Specification: 2.2m (H) x 1.7m (W)

Price: RMB 25,000

Application deadline: 19 October 2020



### C10 Billboard - Skylight on mezzanine floor

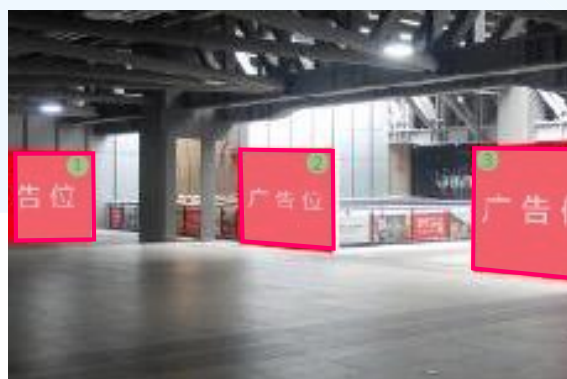
(a) West esplanade

(b) East esplanade

Specification: Please contact organisers for dimension details

Price: RMB 35,000

Application deadline: 19 October 2020



### C11 Canvas advertisement - Skylight

(a) North esplanade (New)

(b) West esplanade

(c) East esplanade

Specification: Please contact organisers for dimension details

Price: (a) RMB 38,000  
(b) RMB 36,000 - 55,000  
(c) RMB 36,000 - 55,000

Application deadline: 19 October 2020



### C12 Escalator advertisement

(a) North esplanade

(b) West esplanade (New)

(c) East esplanade

Specification: Please contact organisers for dimension details

Price: (a) RMB 40,000  
(b) RMB 42,000  
(c) RMB 32,000

Application deadline: 19 October 2020



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

## (C) Onsite Advertising

### C13 Lightbox - Diamond building in NECC plaza

- (a) 1st floor
- (b) Mezzanine floor
- (c) 2nd floor

Specification: 3m (H) x 6m (W)

Price: RMB 60,000

Application deadline: 19 October 2020



### C14 Advertisement panel - Along driveway on 1st floor (4-side)

Specification: Front, back - 4m (H) x 8m (W), 2-side

Lateral side - 4m (H) x 2m (W), 2-side

Price: RMB 78,000

Application deadline: 19 October 2020



### C15 Lightbox - Along driveway against wall on 1st floor

Specification: 2.2m (H) x 4m (W)

Price: RMB 20,000

Application deadline: 19 October 2020



### C16 Lightbox - NECC footpath meeting room floor (mezzanine floor) (New)

Specification: 2.2m (H) x 4m (W)

Price: RMB 20,000

Application deadline: 19 October 2020



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

## (C) Onsite Advertising

### C17 Cube sign - NECC footpath

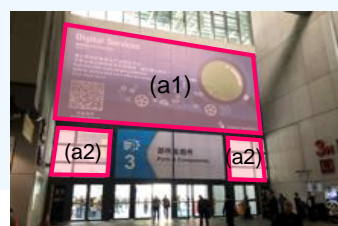
Specification: 1m (H) x 1m (W) x 1m (L) x 6-side  
Price: RMB 45,000

Application deadline: 11 October 2020



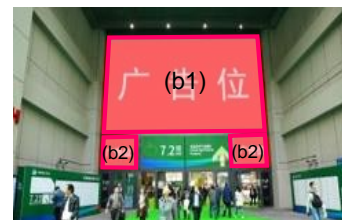
### C18 Glass wall advertisement - above hall entrances (hall external)

- (a1) 1st floor: top
- (a2) 1st floor: left / right
- (b1) 2nd floor: top **(New)**
- (b2) 2nd floor: left / right **(New)**



Specification: Please contact organisers for dimension details  
Price: (a1),(b1) RMB 200,000  
(a2),(b2) RMB 35,000

Application deadline: 19 October 2020



### C19 Glass wall advertisement - above hall entrances (hall internal)

- (a) 1st floor
- (b) 2nd floor **(New)**



Specification: Please contact organisers for dimension details  
Price: RMB 50,000

Application deadline: 19 October 2020



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

## (C) Onsite Advertising

### C20 Hanging banner inside halls

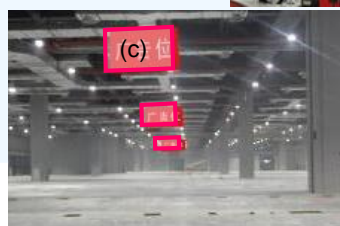
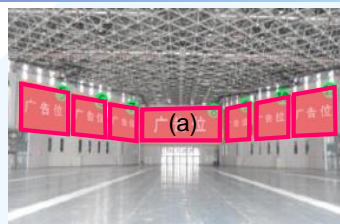
- (a) North Hall
- (b) Hall 3
- (c) Hall 4.1, 5.1, 6.1, 7.1, 8.1, 5.2, 6.2, 7.2, 8.2

(a) \*Exclusive for exhibitors in North Hall

(b) (c) \*Hanging banner can only be hung above the booth of advertiser. Please consult the organisers for exact hanging points

Specification:	(a) 10m (H) x 10m (W)
	(b) 12m (H) x 8m (W), 2-side
	(c) 4m (H) x 6m (W), 2-side
Price:	(a) RMB 120,000
	(b) RMB 200,000
	(c) RMB 50,000

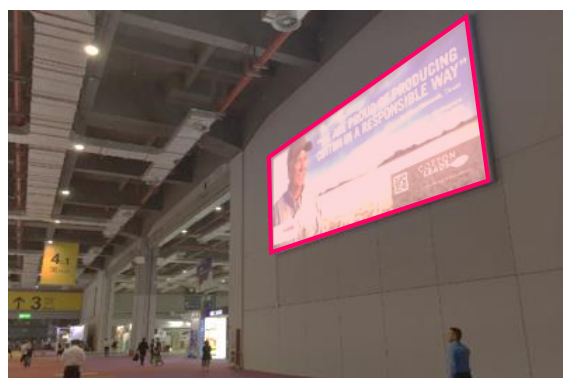
Application deadline: 19 October 2020



### C21 Lightbox - Wall partition inside halls

Specification:	5m (H) x 12m (W)
Price:	RMB 72,000

Application deadline: 19 October 2020



For more details, please contact:

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